

WJLA 1100 Wilson Blvd. 6th Floor Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

National Media Inc 815 Slaters Lane

Buyer Name

MORRIE, MICHELLE WJLA - Core Team Monares, Barbara (1108) Est 2994 Aug 11-17 (70786)

Sales Office Salesperson Agency/T-Code Advertiser Schedule Dates Contract #

193400

Product

Brand

08/11/12-08/17/12 Political-Political (1088) National Media Inc (1296)/ELECTRONIC Republican National Committee (10079)

Demo CO-OP Entered By Headline #

Date Entered 08/10/12 8

Last Modified 08/10/12 Susan Petro

15.00

Order Type Normal

Package Deal Commission %

Grand Total:

WJLA Arlington (WJLA)
By Broadcast Month Spots
Aug. 2012 90

8

\$105,700.00 \$105,700.00 Rate

al Station Commen \$3,000.00 W3LA Arlington (W3LA) \$2,400.00 W3LA Arlington (W3LA) \$3,000.00 W3LA Arlington (W3LA) \$750.00 W3LA Arlington (W3LA) \$750.00 W3LA Arlington (W3LA) \$750.00 W3LA Arlington (W3LA) \$2,800.00 W3LA Arlington (W3LA) \$2,800.00 W3LA Arlington (W3LA) \$4,000.00 W3LA Arlington (W3LA) \$5,000.00 W3LA Arlington (W3LA)	Rate Total \$1,500.00 \$3,0 \$1,200.00 \$2,4 \$1,500.00 \$3,0 \$1,500.00 \$3,0 \$750.00 \$3,0 \$750.00 \$3,0 \$750.00 \$3,0 \$750.00 \$3,0 \$4,400.00 \$4,0 \$1,000.00 \$4,0	Spots 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	SPW MO TU WE TH FT SA SU 2 2 D OF 2 PWS @ 2 1 NEWS @ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	130 10P- ABC-CASTLE 130 11P- NEWS-ABC 7 NEWS @ 111P 130 7:5PP- ABC-THE 130 7:5PP- ABC-THE 130 6P- NEWS-ABC 7 NEWS @ 6P SAT 130 6:30P- NEWS-ABC 7 NEWS @ 69 530P 130 6P- ABC WORLD 11P 130 11P- NEWS-ABC 7 NEWS @ 11P 130 12:02A- ABC-JIMMY INMEL 130 49886- ABC-ABC NIGHTLINE	Sec Length 2 :30 2 :30 2 :30 2 :30 2 :30 2 :30 2 :30 2 :30 2 :30 2 :30	08/11/12-08/11/12 08/11/12-08/11/12 08/11/12-08/11/12 08/11/12-08/12/12 08/12/12-08/12/12 08/12/12-08/12/12 08/12/12-08/12/12 08/13/12-08/17/12	7.0 Normal Line / SPOT 8.0 Normal Line / SPOT 9.0 Normal Line / SPOT	9.0
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Station Comments 000.00 WJLA Arlington (WJLA)	Tot	Spots 2 2	Mo Tu We Th Fr Sa 2		Leng	08/11/12-08/11/12	3.0 Normal Line / SPOT	3.0
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	Tot		Mo Tu We Th Fr Sa		Sec Length	CHI 11/100 CH 11/10	1.0 Normal Line / SPOT	1.0
						Dates	Line Type / Break Type (Ref #)	Line
	\$89,845.00	Net Total Sales Tax	94 RNC 8/11-8/17 Je Agency RNC	RNC/446 - VA/2 Local/Political Is Standard Est.2994 8/11-8/1	CPE Account Types Billing Type Comments		Alexandria, VA 22314  Line Type / Break Type (Ref #)	II
	\$15,855,00	Commission		/	Phone/Fax		815 Slaters Lane	~~



WJLA 1100 Wilson Blvd. 6th Floor Arlington, VA 22209

815 Slaters Lane National Media Inc

Alexandria, VA 22314

Agency/T-Code Advertiser Schedule Dates Contract # Product 08/11/12-08/17/12 193400

WJLA - Core Team Est 2994 Aug 11-17 (70786) Political-Political (1088) National Media Inc (1296)/ELECTRONIC Monares, Barbara (1108) Republican National Committee (10079)

Brand

MORRIE, MICHELLE RNC/446 - VA/2994 RNC 8/11-8/17

Buyer Name

Sales Office Salesperson

Phone/Fax

Billing Type

Account Types

Local/Political Issue Agency

Comments

Est.2994 8/11-8/17 RNC

Demo CO-OP Order Type Entered By Last Modified Headline # Date Entered 08/10/12 Susan Petro 08/10/12 S

Normal

Net Total Commission \$15,855.00

Package Deal Commission % 15.00

\$89,845.00

Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month Spots
Aug. 2012 90 Grand Total: 8

\$105,700.00 \*105,700.00

Comments:
)T
\$4,000.00 \$8,000.00 WJLA Arlington (WJLA)
\$3,500.00 \$3,500.00 WJLA Arlington (WJLA)
\$450.00 \$4,500.00 WJLA Arlington (WJLA)
\$950.00 \$1,900.00 WJLA Arlington (WJLA)
\$950.00 \$7,600.00 WJLA Arlington (WJLA)
\$600.00 \$6,000.00 WJLA Arlington (WJLA)
\$700.00 \$7,000.00 WJLA Arlington (WJLA)
\$1,200.00 \$6,000.00 W3LA Arlington (W3LA)
\$2,400.00 \$12,000.00 WJLA Arlington (WJLA)
\$2,800.00 \$14,000.00 WJLA Arlington (WJLA)
\$2,400.00 \$12,000.00 WJLA Arlington (WJLA)
Rate Total



WJLA 1100 Wilson Blvd. 6th Floor Arlington, VA 22209

Brand

Alexandria, VA 22314 815 Slaters Lane National Media Inc

> Phone/Fax Buyer Name Sales Office Salesperson

> > MORRIE, MICHELLE

WJLA - Core Team

Monares, Barbara (1108)

Product

Agency/T-Code Advertiser Schedule Dates Contract # 08/11/12-08/17/12 193400

Est 2994 Aug 11-17 (70786) Political-Political (1088) National Media Inc (1296)/ELECTRONIC Republican National Committee (10079)

60-QP Headline # Entered By Last Modified

Susan Petro

Normal

Order Type Demo ö

Date Entered 08/10/12 08/10/12

\$89,845.00

15.00 \$15,855.00

Commission Package Deal Commission %

Sales Tax Net Total

Comments Billing Type Account Types

Est.2994 8/11-8/17 RNC

Standard

Local/Political Issue Agency

RNC/446 - VA/2994 RNC 8/11-8/17

WJLA Arlington (WJLA)
By Broadcast Month Spots
Aug. 2012 90 Grand Total: 90 \$105,700.00 \$105,700.00

Accepted			21.0	Line
Accepted-Agency/Advertiser:			21.0 Normal Line / SPOT	Line Type / Break Type (Ref #)
			08/11/12-08/11/12	Dates
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Date:				Sec Length
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	RAC		1	Spots
Date:	Ť		\$750.00	Rate
Comments:			\$750.00	Total
		3	\$750.00 WJLA Arlington (WJLA)	Station
				Comments
			8/10/12	Entered

Printed At: 02:20 PM on Friday, August 10 2012

## # 193400 /

## **New Order**

Flight Start:

08/11/2012

08/17/2012

Office: Agency: National Media Research Planning & **Station:** Placement, LLC. Alexandria Order Type: WJLA-TV Normal

Client: 20 - RNC Cancel Date: Hiatus: Flight End:

Estimate: Piggyback Product: Product: 2994 - TV Aug 11 - 17 446 - VA Billing Cycle: Received in ePort: Billing Calendar: Monthly 8/9/2012 4:12:39 PM Broadcast

Airtime Dollars:

\$105,700.00

\$0.00 \$0.00

\$105,700.00

GIMP: CPP: GRP: Demo 2: **Primary Demo:** Demo 3: A35-64 117.20 \$901.88 Phone: Status: OrderID: Rep Office: Local/National: New Local Barbara Monares 2245376 WJLA-TV **Total Spots:** Total Dollars: Non-Airtime Dollars: Interactive Dollars:

Daily Airtime Lines

CPM:

\$0.00

MarketShare:

Separation: 30

Comments:

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12:05A ABC-NITELINE<	J KIMMEL-ABC<	MTuWThF 12:05A- 1:05A	F 8P-9P SHARK TANK-ABC	F 9P-11P 20/20	Sa 6P-7P ABC-NWS SAT	Sa 8P-10P ABC SAT MOVIE	Sa 10P-11P CASTLE	Sa 11P-12A ABC7 NWS AT 11	Su 11P-12A ABC7 NWS AT 11	Su 6P-7P ABC7 NW AT 630	(Program)	Daypart
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## New Order (Page 2)

Agency: National Media Research Planning & Station: WJLA-TV  Client: 20 - RNC	
National Media Research Planning & Station:  Placement, LLC.  20 - RNC 20 - Rate 20 - RNC 20	90
National Media Research Planning & Station:  20 - RNC 20 - Rate 20 - RNC 20	10
National Media Research Planning & Station:  20 - RNC 20 - RNC Daypart DPT (Program) Code Rate C/T Len 8/11 8/12 8/13 8/14 8/ TLWThF 11P- LN \$2,400.0 C 30 0 0 1 1 1 30P TLWThF 7:30P- PA \$2,800.0 C 30 0 0 1 1 30P TLWThF 6P- 30C7 NWS AT 6 TLWThF 9A-10A VE WTH KELLY  National Media Research Planning & Station: Product: Flight End: Froduct: Flight End: Fli	10
National Media Research Planning & Station:  20 - RNC 20 - RNC Daypart DPT (Program) Code Rate C/T Len 8/11 8/12 8/13 8/14 8/ TLWTTHF 11P- LN \$2,400.0 C 30 0 0 1 1 1 SC7 NWS AT 11< PA \$2,800.0 C 30 0 0 1 1 SOP HEEL-FORTNE TUWTTHF 6P- 307 NWS AT 6 TUWTTH 5P-6P EN \$7,00.0 C 30 0 0 0 1 SOP SOR NWS AT 6 TUWTTH 5P-6P EN \$7,00.0 C 30 0 0 0 1 1 SOR	10
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National Media Research Planning & Station: Placement, LLC.  20 - RNC  art: 08/11/2012  Daypart DPT (Program) Code Rate C/T Len 8/11 8/12 8/13 8/14 8/	51
National Media Research Planning & Station: Placement, LLC. 20 - RNC Product: 708/11/2012 Flight End:	Spots
National Media Research Planning & Station: Placement, LLC. Product: 08/11/2012 Flight End:	Total
National Media Research Planning & <b>Station</b> : Placement, LLC.  Product:	Received in ePort:
National Media Research Planning & <b>Station:</b> Placement, LLC.	Estimate:
	Order ID: